

## CONTRACT



WITI  
9001 North Green Bay Road  
Milwaukee, WI 53209-1297  
(414)355-6666

<u>Contract / Revision</u> 576274 /		<u>Alt Order #</u> 09822683
<u>Product</u> OBAMA FOR AMERICA		
<u>Contract Dates</u> 09/20/12 - 09/26/12		<u>Estimate #</u> 1813
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/19/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

GMMB/Greer Margolis Mitchell & Burns  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	09/20/12	09/26/12	M-F 5a-530a	5a-530a		1:00			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$770.00			
N 2	6	09/20/12	09/26/12	M-F 530a-6a	530a-6a		1:00			NM	1	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$830.00			
N 3	6	09/20/12	09/26/12	M-F 6a-7a	6a-7a		1:00			NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,170.00			
N 5	6	09/20/12	09/26/12	M-F 7a-8a	7a-8a		1:00			NM	1	\$1,270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,270.00			
N 7	6	09/20/12	09/26/12	M-F 8a-9a	8a-9a		1:00			NM	1	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,130.00			
N 9	6	09/20/12	09/26/12	M-F 9a-10a	9a-10a		1:00			NM	9	\$3,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$670.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	09/20/12-09/26/12	M-F 9a-10a	9a-10a	MTuWThF----	1:00		\$670.00	NM		
	See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8,9.9,9.10											
	2	6	09/23/12-09/23/12	Su 630-7a	630-7a	-----Su	1:00		\$230.00	NM		
	(M) MG for 18.1,21.1,9.1											
	3	6	09/24/12-09/26/12	M-F 9a-10a	9a-10a	MTuW-----	1:00		\$670.00	NM		
	(M) MG for 18.1,21.1,9.1											
	4	6	09/24/12-09/26/12	M-F 9a-10a	9a-10a	MTuW-----	1:00		\$670.00	NM		
	(M) MG for 18.1,21.1,9.1											
	5	6	09/24/12-09/26/12	M-F 9a-10a	9a-10a	MTuW-----	1:00		\$670.00	NM		
	(M) MG for 18.1,21.1,9.1											
	6	6	09/24/12-09/26/12	M-F 430-5a	430-5a	MTuW-----	1:00		\$400.00	NM		
	(M) MG for 18.1,21.1,9.1											
	7	6	09/24/12-09/26/12	M-F 430-5a	430-5a	MTuW-----	1:00		\$400.00	NM		
	(M) MG for 18.1,21.1,9.1											
	8	6	09/24/12-09/26/12	M-F 105a-135a	105a-135a	MTuW-----	1:00		\$200.00	NM		
	(M) MG for 18.1,21.1,9.1											
	9	6	09/24/12-09/26/12	M-F 105a-135a	105a-135a	MTuW-----	1:00		\$200.00	NM		
	(M) MG for 18.1,21.1,9.1											
	10	6	09/24/12-09/26/12	M-F 105a-135a	105a-135a	MTuW-----	1:00		\$200.00	NM		
	(M) MG for 18.1,21.1,9.1											
N 10	6	09/20/12	09/26/12	M-F 9a-10a	9a-10a		1:00			NM	1	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--	1				\$670.00			
N 11	6	09/20/12	09/26/12	M-F 11a-1130a FOX 6	11a-1130a		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--	1				\$600.00			
N 12	6	09/20/12	09/26/12	M-F 1130a-12p FOX 6	1130a-12p		1:00			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--	1				\$630.00			
N 13	6	09/20/12	09/26/12	M-F 4p-430p	4p-430p		1:00			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--	1				\$630.00			
N 14	6	09/20/12	09/26/12	M-F 430p-5p	430p-5p		1:00			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--	1				\$770.00			
N 15	6	09/20/12	09/26/12	M-F 5p-530p	5p-530p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--	1				\$1,000.00			
N 16	6	09/20/12	09/26/12	M-F 530p-6p	530p-6p		1:00			NM	1	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--	1				\$970.00			
N 17	6	09/20/12	09/26/12	M-F 6p-630p	6p-630p		1:00			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--	1				\$1,100.00			
N 18	6	09/23/12	09/23/12	Su 5p-530p News	5-530p		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S	1				\$870.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	09/17/12-09/23/12	Su 5p-530p News	5-530p	-----Su	1:00		\$870.00	NM		
	See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8,9.9,9.10											

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N 19	6	09/20/12	09/26/12	M-F 9-930p	9p-930p		1:00			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$2,800.00			
N 20	6	09/20/12	09/26/12	M-F 930-10p	930p-10p		1:00			NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$2,700.00			
N 21	6	09/22/12	09/22/12	Sa 930p-10p	930p-10p		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$2,100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	09/17/12-09/23/12	Sa 930p-10p	930p-10p	-----Sa--	1:00		\$2,100.00	NM		
	See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8,9.9,9.10											
N 22	6	09/23/12	09/23/12	Fox 6 Blitz	1035p-1105p		1:00			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,600.00			
N 23	6	09/26/12	09/26/12	X Factor Wednesday	7p-9p		1:00			NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$3,600.00			
N 24	6	09/22/12	09/22/12	College Football on	various		1:00			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$3,200.00			
N 26	6	09/20/12	09/26/12	M-F 5p-530p	5p-530p		1:00			NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,650.00			
N 27	6	09/20/12	09/26/12	M-F 530p-6p	530p-6p		1:00			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,600.00			
N 28	6	09/20/12	09/26/12	M-F 6p-630p	6p-630p		1:00			NM	1	\$1,730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$1,730.00			
N 29	6	09/22/12	09/22/12	Sa 10p-1035p	10p-1035p		1:00			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$2,100.00			
N 30	6	09/22/12	09/22/12	Sa 7a-8a	7a-8a		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$600.00			
N 31	6	09/23/12	09/23/12	Su 7a-8a	7a-8a		1:00			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$650.00			
N 32	6	09/23/12	09/23/12	Su 8a-9a	8a-9a		1:00			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$770.00			
N 33	6	09/24/12	09/24/12	FOX Prime Monday 7-8	7p-8p		1:00			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$7,000.00			
N 34	6	09/22/12	09/22/12	Sa 12p-1p	12p-1p		1:00			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$50.00			
<b>Totals</b>											<b>36</b>	<b>\$45,230.00</b>

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
08/27/12 - 09/26/12		36		\$45,230.00		\$38,445.50						
Totals		36		\$45,230.00		\$38,445.50						

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



**FEDERAL CANDIDATE**



**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, Daniel Jester,  
being/on behalf of: Barack Obama, a legally  
qualified candidate of the Democratic political  
party for the office of: President of the United States  
in the Primary & General  
election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

**Total Charges:**

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

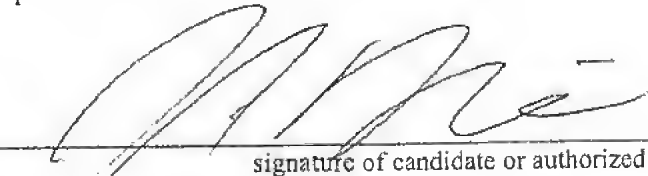
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x   
signature of candidate or authorized committee

James A. Messina  
printed name

1/18/2012  
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy  
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**



1/18/2012

Date

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



JPMORGAN CHASE

Check Date: 09/19/2012 Vendor: 0001013486 WITI-TV Check No. 112462  
 Project Name: Obama for America 2012 Media Flight Dates: 9/20/2012 thru 9/26/2012

Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0019248109200926	09/19/2012	00192481	89,088.50	0.00	89,088.50

M

Totals	\$89,088.50	\$0.00	\$89,088.50
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Washington Harbour  
 3050 K Street, NW, Suite 100  
 Washington, DC 20007  
 202.338.8700

JPMORGAN CHASE BANK, N.A.  
 Syracuse, NY  
 50-937213

112462

Date 09/19/2012

Pay Amount \$89,088.50\*\*\*

Pay \*\*\*\*EIGHTY-NINE THOUSAND EIGHTY-EIGHT AND 50 / 100 DOLLAR\*\*\*\*

To The  
Order Of

WITI-TV  
 9001 North Green Bay Road  
 Milwaukee, WI 53209



*William H. [Signature]*  
*Rachyn V. Olson*  
 Authorized Signature